



4838 E Baseline Rd. Ste. 121
Mesa, AZ 85206
Phone: 602.334.4741 • Fax: 866.847.4508
<http://www.UltraEntertainment.com>

Press Kit Design Form

This instruction sheet has been set up to assist with the folder and EPK design of your new Press Kits. A drop box will be provided to you when your order is placed. Please make sure you have the following ready for upload into the drop box that will be provided to you. **NOTE – Please ZIP as many files as you can together into one folder before you send to simplify your upload and download process.**

- All images/artwork/graphics in high resolution (300 dpi or higher) in psd, eps or jpg format.
- All text in word document format. Please refer to the supplemental Ultra Entertainment Press Kit document for ideas of what to include in your kit. Examples of contents include:
 - o Bio
 - o Reviews/Press Releases
 - o Audio
 - o Video
 - o Promo Photos
 - o Venues/Events Performed (if there are recognizable places)
 - o Lyrics
 - o Contact Info
 - o Etc...
- Completed 'Design Direction' (see below) formatted into a Word Document

DESIGN DIRECTION

Please provide the following information to the designer assigned to your project. Please detail this information into a Word document titled 'Design Direction' and upload into the drop box provided to you. Please include any instruction that will help your designer to create the layout that best matches the goal you have for your project.

I. Folder Front Cover Panel

Please list which files, artwork and text you would like included on the front cover panel of your folder. Be as detailed as possible and include any fonts that you want used. If you have a color scheme or layout ideas you would prefer, please list them here as well.

II. Folder Inside Left Panel

Please list which files, artwork and text you would like included on the Inside Left Panel. This is the panel that will be visible on the inside, left when your folder is opened. Be as detailed as possible and include any fonts that you want used.

III. Folder Inside Right Panel

Please list which files, artwork and text you would like included on the Inside Right Panel. This is the panel that will be visible on the inside, right when your folder is opened. Be as detailed as possible and include any fonts that you want used. (Keep in mind where your CD will be affixed to the folder. If it is affixed on the inside, you will need to leave room.)

IV. Folder Back Panel

Please list which files, artwork and text you would like included on the back panel of your folder. This is the panel that will be visible from the back of your Press Kit. Please be as detailed as possible and include any fonts you want used. (Keep in mind where your CD will be affixed to the folder. If it is affixed on the back panel, you will need to leave room.)

V. CD Disc Design & Placement

Please list which files, artwork and text you would like included directly on your CD disc. Please be as detailed as possible and include any fonts you want used. Also, please indicate where you would like your CD placed. The most common placement is either on the inside Right panel or the Back of the folder.



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VI. EPK Design

Your folder is designed to feature the most important text, artwork and photographs to grab the recipient's attention. Your EPK will act as an extension of your Press Kit to allow you to feature more information, photos, songs, videos and MORE!

Please indicate what Menu Items you want in your EPK. Here are some common examples for possible menu items: Biography, Photos, Music, Video, Press, Contact, Quotes, Facts, Lyrics, etc... The options are limitless. It is probably good to keep your Menu Items between 5-7 items.

Please upload all items to your drop box that you would like included under the Menu items of your EPK. Please list out each menu name and the uploaded items you would like included in your Design Direction Document.

All Audio & Video will be mailed in to us on a Disc. (If you would prefer to upload, let us know and we can arrange for that as well.) All Audio and Video must be pre-edited as you want it to appear in your EPK before you send it in. Send the disc to us at:

Ultra Entertainment
ATTN: PRESS KITS
4838 E. Baseline Rd
Suite 121
Mesa, AZ 85206

Additional Design Direction

Please use this section to add any additional details or special notes to your designer. If you have any questions, please contact Laura, your service representative, at Laura@Ultraentertainment.com or by phone at 503-298-4150